



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

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DOYLE PROPOSES \$100,000 FOR MC SPORTS DEVELOPMENT CORPORATION

FUNDS PROMOTE ECONOMIC VITALITY, QUALITY OF LIFE

In a move to continue the successful momentum of the Monroe County Sports Development Corporation (MCSDC), Monroe County Executive Jack Doyle has proposed \$100,000 in County funding for the year 2000.

"We couldn't be happier with the high profile and caliber of sporting events coming to Monroe County," Doyle said. "The Sports Development Corporation has proven its worth over the past two years with ever better sporting events that have generated economic vitality and enhanced the quality of life for the entire community."

The MCSDC, a non-profit corporation, officially opened its doors just over two years ago. The defined objectives of the organization are to utilize media coverage and other publicity to increase the number of sporting events brought to the area, help local organizers expand existing events, and to expand the use of sports to develop the human potential, especially for the youth of the community.

"Sporting activities have an important positive impact on young people that contributes significantly in helping them develop self-esteem and respect, leadership and social skills, " said Doyle.

Events brought to the community in 1999 included the Women's U.S. Classics Gymnastics Competition (August 7), the Susan B. Anthony Sports Festival (July 10) at Frontier Field; NYS Amateur Hockey Association Girls Championship Tournament (March 26-28) at Lakeshore Hockey Arena; the Maccabbi Games (August 15-20) at various locations; and the Deaf Games (June 27 to July 3) at Rochester Institute of Technology.

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Doyle has urged that the MCSDC also obtain support in the form of corporate sponsorship and that it develop a long-term operating plan with a view to extending its activities into other sports-related events.

Success for the Sports Development Corporation means success for the whole community, according to Doyle. "High profile sporting events, greater use of community facilities and an enhanced community image are all part of successful sports development," said Doyle. "These achievements, combined with growth in youth sports opportunities, are what make this a community with both vision and the ability to deliver."

Funding for the contract, subject to approval by the Monroe County Legislature, has been scheduled in the 2000 Monroe County Budget through the Office of Planning and Economic Development.

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